

PHILIP MORRIS U.S.A.
MARKETING RESEARCH DEPARTMENT REPORT

TO: Distribution
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SUBJECT: 1990 Ad Monitor Study

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BACKGROUND/METHOD

This report summarizes the findings of the 1990 Ad Monitor Study. Fielded in twelve geographically dispersed markets in October/November, the study measured the reactions of 625 smokers to cigarette advertising. The sample included quotas for sex, age, flavor and tar which are reflective of the smoking population.

Information was gathered for Philip Morris' and competitive brands' campaigns for awareness and recognition as well as overall opinion and personal identification with selected ad campaigns. In addition, smokers were asked to determine the main point of the ads and the impact of the ads on feelings toward the brand.

Specifically, to gauge unaided awareness, smokers were first asked without prompting what brands of cigarettes they had seen advertised in the past six months in magazines, newspapers, billboards, etc. Then for selected brand(s) which the smoker did not mention, smokers were specifically asked if they were aware of any advertising for that brand(s). This aided awareness score was combined with smokers' unaided awareness to derive Total Advertising Awareness. Smokers were asked to recall what they remembered about the ads for selected brands. This provided a measure on whether smokers accurately remembered the ads or confused them with another brand's ad.

To derive the three recognition measures, smokers were shown a portfolio containing nineteen ads with the pack and brand name masked. Respondents viewed only one ad for each of the nineteen campaigns. However, the particular execution used to represent a campaign varied from respondent to respondent in a rotated order. On average, a campaign was represented by three executions.

Smokers were asked to look through the portfolio three times. First, they were asked to state whether or not they were familiar with each ad. Second, they were asked to identify the brand of cigarettes being advertised. Next, they were asked to "match up" the correct cigarette pack with the ad.

Lastly, smokers were shown several ads for selected PM and competitive brands. This time the packs and names were not masked. Smokers' overall opinion, personal identification with the ads, what they perceived as the main point of the ads as well as the ads' impact on feelings toward the brand were determined.

For brands running comparative campaigns, respondents were also asked the meaningfulness of the ads' messages and reasons for their answer.

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